

FILE

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1 9 6 0

20th YEAR • A WEEKLY PUBLICATION

Week of May 16, 1960

january

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAfalgar 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MAY 15, 1960</u>			
Sunday May 15	FASHION SHOW DURING BRUNCH	BURKE-AMEY INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
1:00 P.M. Brunch	Fashions by Burke-Amey; shoes by Fiorentina; coiffures by Laurence of Ultima. Reservations--\$4.00; contact: "Mr. Jerome", CI. 6-7700. Fashion Show Director: Peggy Cantor, MU. 9-8542.		
Monday May 16	PRESS PREVIEW OF FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
9:30 A.M. Breakfast	Branell's Fall collection for the press, showing at 10:00 A.M. By invitation. Trade showings beginning Tues., May 17 at 2:30, by appointment. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday May 16	PRESS PREVIEW OF FALL FASHIONS	HANNAH-TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
12:30 P.M. Buffet	Hannah Troy will present her Fall collection to the press. By invitation. Trade showings beginning Tues., May 17 at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.		
Monday May 16	PRESS PREVIEW OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
3:00 P.M.	By invitation. Trade at 2:30 P.M., May 17, 18, 24, 25, June 1, 2, 7, 8. By appointment. Contact: Eleanor Stoner, LA. 4-6968.		
Monday May 16	PREVIEW: FALL FASHIONS IN ROYAL "O" FABRIC	U. S. RUBBER CO.; WM. SIMPSON CO.	SAVOY-HILTON HOTEL GOLD ROOM
5:00 P.M. Cocktails	Leading manufacturers' designs of women's, children's and men's wear in Royal "O". Showing at 6:00 P.M., for press and buyers. By invitation. Publicity: Barbara Engel at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.		
Beginning Monday May 16	OPENING OF FALL KNIT COLLECTION	KIMBERLY KNITWEAR INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
	Opening of new Fall knitwear collection for press and buyers. By appointment. Contact: Robert Brown, LO. 4-1080.		
Beginning Monday May 16	OPENING: FALL COLLECTION	DOUGLAS & CARMONA, INC.	50 WEST 57TH STREET SHOWROOM - 6TH FLOOR
	Fall couture collection of after-five fashions, designed by Carmona. Daily showings, May 16 - June 10, from 10:00 A.M. to 6:00 P.M., by appointment. Contact: CO. 5-0320.		
Beginning Monday May 16	OPENING OF FALL LEATHER COLLECTION	ALBERT ALFUS	1407 BROADWAY SHOWROOM - 12TH FLOOR
	Showing of leather costumes, coats, jackets and after-ski wear at continuous showings. Contact: Mike Salzman, OX. 5-1840.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 16	OPENING OF FALL COLLECTION	MISTER PANTS, INC.	151 WEST 40TH STREET SHOWROOM - 14TH FLOOR
	Mister Pants and Pantsville Pa. collections of pants, shirts, sweaters by Lynn & George Stuart. Daily, by appointment. Contact: LA. 4-5850.		

OPENING OF FALL COLLECTIONS BY MEMBERS OF THE NEW YORK COUTURE GROUP

DRESS COUTURE GROUP MEMBERS

TUESDAY, MAY 17

Rudolf Gowns Inc.	10:30 A.M.	530 7th (12 Fl.)	WI. 7-6865
Estevez, Inc.	12:00 Noon	550 7th (4 Fl.)	LO. 4-6337
Junior Sophisticates	1:00 P.M.	498 7th (4 Fl.)	LO. 4-0462
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl.)	LO. 3-0988
Oleg Cassini, Inc.	1:15 P.M.	498 7th (11 Fl.)	LO. 5-6453
Gothe	1:15 P.M.	530 7th (4 Fl.)	LO. 5-2727
Branell	2:30 P.M.	530 7th (27 Fl.)	PE. 6-6983
Maurice Rentner Ltd.	2:30 P.M.	498 7th (16 Fl.)	LA. 4-6968
Townley, Inc.	4:00 P.M.	550 7th (2 Fl.)	LO. 4-2155

WEDNESDAY, MAY 18

Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl.)	LA. 4-7540
Grenelle-Roberts.....	12:00 Noon	550 7th (18 Fl.)	LO. 4-5820
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 Fl.)	PE. 6-0206
Nat Kaplan Inc.	1:15 P.M.	498 7th (21 Fl.)	LO. 5-4115
Paul Parnes Corp.	2:15 P.M.	498 7th (10 Fl.)	CH. 4-4600
Larry Aldrich Inc.	2:30 P.M.	530 7th (12 Fl.)	CH. 4-1872
Samuel Winston Inc.	4:00 P.M.	530 7th (11 Fl.)	CH. 4-2617

THURSDAY, MAY 19

Christian Dior, N.Y.	2:30 P.M.	498 7th (17 Fl.)	LO. 4-9220
Anne Fogarty	3:00 P.M.	530 7th (6 Fl.)	WI. 7-5335

TUESDAY, MAY 24

Edward Abbott	10:30 A.M.	530 7th (10 Fl.)	LA. 4-8490
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TUESDAY, MAY 31

Parnis-Livingston	12:00 Noon	530 7th (18 Fl.)	BR. 9-5014
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WEDNESDAY, JUNE 1

Adele Simpson Inc.	10:00 A.M.	530 7th (23 Fl.)	LA. 4-7626
Jane Derby, Inc.	10:30 A.M.	530 7th (23 Fl.)	LA. 4-9350
Pattullo-Jo Copeland	10:30 A.M.	498 7th (14 Fl.)	LO. 3-5650
Ceil Chapman	2:30 P.M.	530 7th (2 Fl.)	LA. 4-5800

FRIDAY, JUNE 3

B. H. Wragge, Inc.	11:00 A.M.	550 7th (9 Fl.)	WI. 7-4968
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WEDNESDAY, JUNE 8

Trigere, Inc.	2:30 P.M.	550 7th (16 Fl.)	LO. 3-1600
COAT & SUIT COUTURE GROUP MEMBERS			

FRIDAY, APRIL 15

Davidow	By Appointment	550 7th (21 Fl.)	PE. 6-6909
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MONDAY, MAY 23

Marquise Coat & Suit	2:30 P.M.	512 7th (35 Fl.)	BR. 9-5794
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WEDNESDAY, MAY 25

Harry Frechtel	2:00 P.M.	205W.39 (4 Fl.)	PE. 6-1310
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TUESDAY, MAY 31

Originala	2:00 P.M.	512 7th (43 Fl.)	BR. 9-8988
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THURSDAY, JUNE 2

Monte-Sano & Pruzan Ltd.	10:30 A.M.	21 W.46 (8 Fl.)	JU. 2-2317
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FRIDAY, JUNE 3

Ben Gershel & Co.	2:00 P.M.	512 7th (37 Fl.)	LA. 4-2544
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 16- May 21	OPENING OF FALL COLLECTION	EVE LTD. (CALIFORNIA) (FORMERLY MISS EVE)	SAVOY-HILTON HOTEL
	Fall collection of daytime, afternoon and cocktail fashions at continuous daily showings. Also Tues., May 31 - June 17. Contact: Jim Tinsley or Eve Bonsoll, EL. 5-2600.		
Tuesday May 17 9:00 A.M. Breakfast	PREVIEW: FUR-LINED COATS AND SUITS	STYLE TRENDS (512 SEVENTH AVENUE)	SHERATON-EAST HOTEL TRIANON ROOM
	Fall collection of fur-lined coats and suits; also the franchised "Chamonix" collection. Millinery by John Frederics; coiffures by Ultima; shoes by Fiorentina. By invitation. Thereafter at showroom, 9:30 A.M. and 3:30 P.M., by appointment. Contact: Belmont Gottlieb, LO. 5-4632 or PE. 6-9497. Publicity: Peggy Cantor Assoc., MU. 9-8542.		
Tuesday May 17 9:00 A.M. Breakfast	PREVIEW OF NEW FASHIONS IN "ALATIA"	ALAMAC KNITTING MILLS (1412 BROADWAY)	THE FOUR SEASONS 375 PARK AVENUE
	Fashion originals created especially for Alamac by 10 leading American designers in "Alatia", new fabric interpreting Harper's Bazaar's "Posh Look". By invitation. Contact: Harriet Miller, OX. 5-1445.		
Tuesday May 17 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	NEW YORKER HOTEL TERRACE ROOM
	Theme: "Autograph Fashions" -- complete presentation of publicity campaigns and subteen style show forecast. <u>Admission by ticket only</u> for press and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.		
Tuesday May 17 12:30 P.M. Luncheon	BACK-TO-SCHOOL & FALL COLLECTIONS	MASKET BROTHERS SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Luncheon, followed by preview of back-to-school and Fall fashions, for press and buyers. By invitation. Thereafter continuous daily showings. Contact: Aaron Wolf, BR. 9-7160.		
Tuesday May 17 1:15 P.M.	OPENING OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showings May 17, 18, 19, 24, 25, 26, 31, June 1, 2, at 1:15 P.M. By invitation. Contact: John Vasdekis, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.		
Tuesday May 17 2:30 P.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
	Melba Hobson will preview the Fall collection. <u>Showings May 17, 18, 19 at 2:30 P.M.</u> For press and buyers, by invitation. Contact: Katherine Daly, WI. 7-8178.		
Tuesday May 17 3:00 P.M.	FALL SPORTSWEAR BY ANNE FOGARTY	SPORTS EDITIONS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
	Opening of Fall sportswear collection, designed by Anne Fogarty. Thereafter by appointment. Contact: Ceil Maurer. WI. 7-2284.		
Wednesday May 18 9:15 A.M.	OPENING OF FALL DRESS COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showing May 18, 24, 26, June 1, 2, 7, 8, 9, at 9:15 A.M., by appointment. Contact: Miss Fritzi, LA. 4-0237.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 18 9:30 A.M.	FALL COLLECTION BY BONNIE CASHIN Bonnie Cashin's Fall designs for Philip Sills in leather, tweed, knits and after skiwear. By invitation. Thereafter daily at 10:30 A.M., by appointment. Contact: LO. 5-0274.	SILLS & CO., INC.	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Wednesday May 18 12:00 Noon	OPENING OF FALL COLLECTION Showings May 18, 19, 23, 24, 26, 31, June 1, 2, 6, 7, 8, at 12. Con. LO. 4-5820.	GRENELLE-ROBERTS, INC.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday May 18 1:00 P.M.	OPENING OF FALL SPORTSWEAR COLLECTION Opening of the Mr. Mort Fall sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 18 1:15 P.M.	OPENING OF FALL COLLECTION Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. Showings May 18, 19, 23, 24, 26, 31, June 2, 6 at 1:15 P.M. By reservation. Contact: Marguerite Brownell, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF SPORTSWEAR COLLECTION Fall-Holiday separates, dresses and sportswear, designed by Pembroke Squires. By invitation, for press and buyers. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	CABANA (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 18 5:30 P.M.- 7:30 P.M.	ANNUAL BLUE GRASS PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Beginning Wednesday May 18	OPENING OF FALL COLLECTION Dorothy O'hara will present her Fall collection to the press and buyers, at continuous showings. Contact: Fay Goldsmith, LA. 4-8170. Publicity: Helen Seitz at Alfred Davidson Associates, PL. 5-0868.	DOROTHY O'HARA, INC. CALIFORNIA	488 SEVENTH AVENUE SHOWROOM - SUITE 509
Thursday May 19 8:45 A.M. Breakfast	"YOUNG FASHIONS" FOR FALL 1960 Fall fashions for toddlers, girls, pre-teens and boys. Commentator: Virginia Shaw, fashion editor. For retail and resident buyers, by invitation. Contact: Fashion Promotion Dept., MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday May 19 9:00 A.M. Breakfast	PREVIEW: FALL & WINTER SPORTSWEAR COLLECTION Fall-Winter collection of sportswear designed by Mary Blair. By invitation. Continuous daily thereafter at showroom. Contact: Miss Rhoda, BR. 9-8120. Publicity: Vera Bacal, PL. 3-8421.	TUDOR SQUARE (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Thursday May 19 11:00 A.M.	PRESS PREVIEW OF PILE FABRICS "The Plush Life" -- from all segments of the market, showing of fashions in pile fabrics. By invitation. For buyers, merchandise managers, manufacturers. beginning Fri., May 20 - June 17, daily from 9:30 A.M. to 4:30 P.M. Contact: Berta MacDonald, PL. 1-2100, Ext. 464.	HARPER'S BAZAAR	SHERATON ATLANTIC ROOM 460 (McALPIN)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 19 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Showing of Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 19 12:30 P.M. Luncheon	CUSTOM ORIGINALS DURING LUNCHEON Summer collection of custom originals by Tony Raphael. Press by invita- tion. Public by reservation. Contact: "Banquet Dept.". PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	TONY RAPHAEL (38 EAST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Thursday May 19 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Cocktail and evening fashions to press and buyers. By invitation. Con- tinuous thereafter. Contact: Sidney Newfield, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 19 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Publicity: Jeannette Gottlieb, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 19 4:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, costumes and suits. Beginning Tues., May 24, daily at 4:00 P.M., by reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday May 19 4:00 P.M. Champagne	PREVIEW OF MISSES FALL DRESSES Champagne opening of Bob Smith's Fall collection. By invitation. Con- tinuous through June 3. Contact: Chad Markham, LA. 4-1380.	BOB SMITH, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday May 19 4:00 P.M.	OPENING OF FALL COLLECTION Sportswear and separates for the press and buyers. By invitation. Continuous daily. Contact: Jane Hotchkiss, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Thursday May 19 5:30 P.M.- 8:00 P.M.	"FALL OPENINGS COCKTAIL PARTY" The New York Couture Group members will invite the press, retailers and buyers. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	NEW YORK COUTURE GROUP, INC.	HOTEL PLAZA BALLROOM
Friday May 20 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Showing at 12:00 Noon, followed by luncheon. Trade, May 24, June 2, 7, 9 at 12:00 Noon. By invitation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday May 20 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Lee Claire will present late day, cocktail, and formal fashions to press and buyers. By invitation. Trade showings at 12:00 Noon, May 25, 26, June 1, 2, 6, 7, 8, 9, 13, 14. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday May 20 2:30 P.M.	PRESS PREVIEW OF FALL DRESS COLLECTION Preview at 2:30 P.M., by invitation. Trade showings May 24, 25, 26, 31, June 1, 2, 7, 8, 9, at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 20 3:30 P.M.	PRESS PREVIEW OF DRESS COLLECTION For press and buyers, by invitation at 3:30 P.M. <u>Trade showings</u> May 24, 25, 31, June 1, 7, 8 at 10:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	MORT SCRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday May 23 10:30 A.M.; 11:30 A.M.	OPENING OF FALL DRESS COLLECTIONS Leonard Arkin's at 10:30; Andrew Arkin's at 11:30. "Special Occasions" by Arkin Tues., May 24 at 2:00 P.M. Daily except Fridays. Contact: Pat Goldman, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 23 1:00 P.M.	OPENING OF FALL COLLECTION Showing at 1:00 P.M., May 23, 25, 31, June 1, 2, 6, 7, 8. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday May 23 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dress collection for press and buyers. By invitation. Thereafter at 2:30 P.M., by reservation. Contact: Janet Wallace, CH. 4-5706.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday May 23 4:00 P.M. Cocktails	FREVIEW: FALL-WINTER CALIFORNIA FASHIONS Fall-Winter daytime, cocktail and evening fashions by Maxwell Shieff; also capsule introduction of bridal collection. By invitation. Daily thereafter in private suite at Savoy-Hilton. Publ.: Eve Siegel, MU.8-4598.	MAXWELL SHIEFF (LOS ANGELES)	SAVOY-HILTON HOTEL LE CHATEAU
Beginning Monday May 23	OPENING OF FALL COLLECTION Ulla's Fall collection of active sportswear, separates and boutique items, designed by Vicki Cooper. Contact: Don Cooper, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - RM. 1118
Beginning Monday May 23	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Showing of Jacques Kaplan's Fall-Winter fur collection for Georges Kaplan. For press by appointment. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Tuesday May 24 8:30 A.M. Breakfast	FALL '60 LEATHER APPAREL SHOWING "Fashion, It's Leather"--LLAMA will present the premier showing of 'round the clock leather fashions. For press and buyers, by invitation. Commentator: Vyvyan Donner. Publicity: Billie Gould, MU. 6-7956.	LADIES' LEATHER APPAREL MFRS. ASSN.	HOTEL STATLER TERRACE ROOM
Tuesday May 24 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION By invitation. Showings thereafter May 26, 31, June 2, 8, at 10:00 A.M., by appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 24 10:30 A.M.	PRESS PREVIEW OF FALL DRESSES Edward Abbott's Fall dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings</u> , June 1, 2, 3, 6, 7, 8, 9, 10, 13, 14, at 10:30 A.M. By reservation. Contact: Mr. Revell, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 24 10:30 A.M.	PREVIEW: FALL JUNIOR COAT & SUIT COLLECTION Designed by John Anthony; shoes by Fiorentina; gloves by Fownes; bags by Jana; hats by Dachette; Jewelry by Laguna. Preview for the <u>press</u> <u>10:00 A.M., Tuesday, May 24.</u> For buyers, Wednesday, May 25, 3:00 P.M. By invitation. Contact: Fleuret Rothschild, PE. 6-4580.	DEVONBROOK, LTD.	1400 BROADWAY SHOWROOM - 10TH FLOOR
Tuesday May 24 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall collection of coats, suits and ensembles. By invitation. Thereafter, May 26, 31, June 2, 7, at 11:30 A.M., by appointment. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 24 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Nannette will present to the press and buyers her collection of trimmed cashmeres, imported knit dresses and ensembles. By invitation. Thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.	NANNETTE CASHMERES (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 24 12:00 Noon	OPENING OF FALL COLLECTION Showings thereafter June 1, 7, 14 at 12:00 Noon. Contact: Mickey Shepard, WI. 7-1061.	NANTUCKET NATURALS (STYLE TRADES, INC.)	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 24 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Fall collection of cocktail, dinner and evening gowns May 24, 25, 26. Luncheon at 12:00 Noon, showing 1:15 P.M. By invitation. Thereafter, May 31, June 1, 2 at 1:15 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday May 24 2:00 P.M.	SHOWING OF FALL JUNIOR FORMALS Showings May 24, 25, 26, 31, June 1, 2, 7, 8, 9 at 2:00 P.M. Contact: Lucille Haley, LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 24 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Fall collection of shirts, separates, pants, skirts and knits. For press and resident buyers, by invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 24 4:00 P.M. Cocktails	PREVIEW: FALL-WINTER LEATHER FASHIONS Fashions in leather by Samuel Robert for press and buyers. By invitation. Continuous thereafter at showroom. Contact: Lou Clarke, LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 24 4:30 P.M.	PRESS EXHIBIT OF WINNING ENTRIES Press exhibit of prize-winning fashions from the 3rd National Fashion Sewing Contest, sponsored by Vogue Pattern Service and the General Federation of Women's Clubs. Also on display winning entries from 50 preliminary state contests. <u>For press only.</u> Contact: Dorothy Ashton, at Sally Dickson Associates, PL. 3-7385.	VOGUE PATTERN; FED. OF WOMEN'S CLUBS	WALDORF-ASTORIA PARK AVE. SUITE SOUTH
Beginning Tuesday May 24	OPENING OF FALL DRESS COLLECTION Continuous daily showings of formal and cocktail dresses for Fall, designed by Bill Underwood. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 25 9:00 A.M. Breakfast	PREVIEW: FALL RAIN-WEAR AND OUTERWEAR Preview of misses and junior Fall collection of rainwear and outerwear. By invitation. Continuous thereafter at showroom. Show Director: Mary Alice Rice. Publicity: Marion Cook, LA. 4-7942.	MARCH & MENDL; P. R. L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
Wednesday May 25 10:30 A.M.	FALL COAT AND SUIT ORIGINALS Preview of coat and suit originals, designed by Nichi Giglio. By invitation. Daily thereafter, by appointment. Contact: WI. 7-4717. Publicity: Julia Berren Associates, 545 Fifth Avenue, MU. 7-6865.	WM. DEVITZ, INC.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Wednesday May 25 10:30 A.M.	PREVIEW OF FALL DRESS COLLECTION Marty Goldberg and Max Lawrence will present their Fall collection, designed by Nancy Tracy. By invitation. Continuous thereafter. Contact: WI. 7-2055. Publicity: Helene Towers, MU. 3-6955.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 25 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection, May 25. Resident buyers' preview, Thurs., May 26 at 12:00 Noon followed by luncheon. By invitation. Showings thereafter, except Mon. and Fri., at 12:00 Noon, followed by luncheon, by appointment. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday May 25 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Showing of Rembrandt's Fall dress collection. Beginning Tuesday, May 31, daily showings at 2:30 P.M.; by appointment. Contact: Abe Cohen, LO. 4-3600.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 25 2:30 P.M. Cocktails	OPENING OF FALL SUIT COLLECTION Showing of David Crystal's Fall suit collection. By invitation. Publicity: Jeannette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 25 3:00 P.M.	PREVIEW OF FALL COLLECTION Preview for press and buyers. By invitation. Thereafter showings, beginning Wed., June 1, 2, 3, 6, 7, 8, 9 at 10:30 A.M., by reservation. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday May 25 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION Robert Sloan will present his Fall collection of sportswear, separates and blouses, designed by Sylvia de Gay. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 25 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF FASHIONS USING NEW "ZEPHYR" "Bird's Eye View" of Fall and Holiday fashions by leading American designers, using Talon's new "Zephyr." Show at 4:30 P.M., staged by Walter Hazeltine. For press and retailers, by invitation. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	TALON, INC. (41 EAST 51ST STREET)	HOTEL PLAZA BALROOM
Wednesday May 25 5:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall collection designed by Kasper for Arnold & Fox. Showings thereafter June 1, 2 at 5:00 P.M. By reservation. Contact: Frank Bender, CH. 4-3914.	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday May 25	PETITE AND MISSES FALL COLLECTION Showing of the Fall collections of Petti-4's, for the petite miss; and "Terry Rogers" misses sizes at continuous showings. (<u>Note Change of Date.</u>) Contact: CH. 4-3558.	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 26 10:00 A.M.	PREVIEW: FALL COAT & SUIT COLLECTION Fall coat and suit collection designed by Molly; also premiere showing of Molly's "custom sizes". By invitation. Thereafter, June 1, 2, 7, 8, 9, 14 at 10:00 A.M., by appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 26 11:00 A.M.	FALL PREVIEW FOR THE PRESS By invitation only. Daily showings, May 31 - June 17 from 9:30 A.M. to 4:00 P.M. Contact: Berta MacDonald, PL. 1-2100, Ext. 464.	HARPER'S BAZAAR	572 MADISON AVENUE 11TH FLOOR
Thursday May 26 2:15 P.M.	PREVIEW OF FALL SUIT COLLECTION Preview of Fall suits designed by Stefan. By invitation. Continuous daily, beginning May 31. Contact: Isabelle Crawford, BR. 9-7700.	BRIAREROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 26 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" - PREVIEW Special afternoon performance for selected group of retailers, press and trade. (Curtain: 3:45 P.M.) By invitation and ticket only. Contact: Julie Buddy, OX. 5-1200. Breakfast at 7:30 A.M. and showing at 8:25 A.M. on May 26, 31, June 2, 3, 4, 7, 8, 9, 14, 15, 17. For ticket contact: Andrea Petersen, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Thursday May 26 4:00 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Preview for press and buyers at 4:00 P.M., by invitation. (<u>Note Change of Date.</u>) Thereafter showings by appointment at showroom. Contact: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER (530 SEVENTH)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 31 10:00 A.M. Coffee	PREMIERE SHOWING: FALL COAT COLLECTION Stanley Nelson will present first N. Y. showing of Fall coats, designed by Nelson Nathanson, for press and buyers. By invitation. Thereafter by appointment. Publicity: Julia Berren Associates, MU. 7-6865.	STANLEY NELSON (LOS ANGELES, CALIF.)	SAVOY-HILTON HOTEL
Tuesday May 31 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of coats and suits. By invitation. Trade 11:30 A.M., June 1, 3, 6, 8, 9, 14. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day" -- the new collection, showing at 12:00 Noon, May 31, June 1, 2, 7, 8, 9, 14, 15, 16 followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday May 31 12:00 Noon	OPENING OF FALL COLLECTION Junior dresses and separates May 31, June 1, 2, 7, 8, 9 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 31 12:00 Noon	OPENING OF FALL COLLECTION Showings of Fall collection designed by Mollie Parnis, May 31, June 1, 2, 7, 8, 9, 14, 15 at 12:00 Noon. By invitation and reservation. Contact: BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 31 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Alison will present their Fall collection, designed by Lucel. By invitation. Showings thereafter Tuesdays and Thursdays at 12:00 Noon, by appointment. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 31 2:00 P.M.	SHOWING OF FALL COAT COLLECTION Showing of Originala's Fall coat collection. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday May 31 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Jane Derby's Fall collection for the press. By invitation. Showing thereafter, June 1, 2, 3, 7, 8 at 10:30 A.M., by appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 31 5:00 P.M. Cocktails	PREVIEW: FALL-WINTER CALIFORNIA FASHIONS Daytime, cocktail and evening fashions for Fall and Winter. For press and buyers, by invitation. Thereafter in private suite at Savoy-Hilton, by appointment. Contact: Travilla, 853 No. La Cienega Blvd., Los Angeles.	TRAVILLA (LOS ANGELES, CALIF.)	SAVOY-HILTON HOTEL LE CHATEAU
Tuesday May 31 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: WEST GERMAN FASHIONS Fall collection of fashions by 9 leading German designers under auspices of German Fashion Institute, Berlin-Duesseldorf, in cooperation with Lufthansa. <u>Breakfast showing for fashion industry, Wed., June 1, 9:00 A.M.-11:00 A.M.</u> By invitation. <u>California Showings:</u> Mon., June 6, 5:00 P.M.-7:00 P.M. at Beverly Hills Hotel, Crystal Room, Los Angeles. Thurs., June 9, 5:00-7:00 P.M. at Fairmont Hotel, Venetian Room, San Francisco. Publicity: Alice Young Modine, Fashion Director of Lufthansa, PL. 9-5522.	LUFTHANSA GERMAN AIRLINES	HOTEL PLAZA TERRACE ROOM
Tuesday May 31 7:45 P.M. Dinner	SPORTS ILLUSTRATED DESIGN AWARDS DINNER Annual dinner honoring nominees and winners of the 1960 Sports Illustrated Design Awards. By invitation. Contact: Patricia Young, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS HOTEL ROOF AND PENTHOUSE
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Henry Friedricks will present their Fall coat collection at continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Fall fur-trimmed and untrimmed coats. Contact: LO. 4-6886.	BAITCH & CASTALDI (BATALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Beginning Tuesday May 31	OPENING OF FALL SPORTSWEAR COLLECTION Casino Classics will present their Fall collection of sportswear, separates and coordinates, designed by Lori Till, at continuous daily showings. Contact: Leonard Lieb, CH. 4-0823.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 31 - June 3	OPENING OF FALL COLLECTION Fall, Winter, Cruise showing of Paris originals, including accessories and ready-to-wear; also Suzette's own designs of belts, sweaters and blouses. Contact: Lorie Beecher, PL. 7-6454.	SUZETTE INTERNATIONAL	HOTEL GLADSTONE 114 EAST 52ND STREET
Wednesday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings at 9:30 A.M., June 1, 2, 7, 8, 9, 14, 15, 16. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., June 1, 2, 7, 8, 9, 14, 15. By invitation and reservation. Contact: Rose Frank, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Preview of complete collection -- furs, hostess gowns, Fall and Holiday dresses, designed by Luis Estevez. By invitation. Luncheon will follow. Trade showings May 17, 19, 24, 26, June 2, 3, 6, 7, 8, 9, at 12:00 Noon in showroom. Contact: LO. 4-6337.	ESTEVEZ, INC.	SHERATON-EAST HOTEL GRAND BALLROOM
Wednesday June 1 12:00 Noon Luncheon	PREMIERE: "MISS DIOR" HAT COLLECTION Luncheon for press and buyers to introduce "Miss Dior" hats. Show at 1:15 P.M. By invitation. Contact: Ben Lobell or Miss Ann, WI. 7-6776 or WI. 7-5629.	MISS DIOR HATS (1040 SIXTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 1 12:30 P.M. Luncheon	TWENTY-THIRD ANNUAL GRADUATION LUNCHEON Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Harold Imber at Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Wednesday June 1 2:30 P.M.	OPENING OF FALL SPORTSWEAR COLLECTION Showing of Fall sportswear collection designed by Peggy Thayer for House of Jamison Dresses, Jamison Villagers and Jamison Separates. Daily except Friday at 2:30 P.M. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday June 1 2:30 P.M.	OPENING: FALL MISSES COATS AND SUITS Preview of Fall misses coats and suits, daily except Friday. By appointment. Contact: Pat Goldman, WI. 7-5324.	ARKIN EDITIONS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 1 2:30 P.M. Cocktails	PREVIEW: FALL JUNIOR DRESSES For press and resident buyers. By invitation. Publicity: Jeanette Gottlieb, BR. 9-6560, Ext. 60.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 3:30 P.M.	PREVIEW: FALL DRESS COLLECTION Rona will present their Fall collection of misses' dresses and costumes. For press and resident buyers, by invitation. Showings thereafter June 7, 8, 9, 14, 15, 16 at 10:00 A.M. (Note Change of Date and Time.) Contact: CH. 4-3872. Publicity: Sue Gardner, TR. 7-4952.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 1 4:00 P.M.	PREVIEW OF FALL FASHIONS	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Fall cocktail and evening fashions designed by Helena Barbieri. By invitation. Showings thereafter June 2, 3, 7, 8, 9, 14, 15, 16 at 9:30 A.M., by appointment. Contact: CH. 4-3169.		
Wednesday June 1 4:00 P.M.	OPENING OF FALL COLLECTION	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Rosalie Macrini's Fall collection June 1 and 8 at 4:00 P.M. By appointment. Contact: Anne Towne, CH. 4-2655.		
Wednesday June 1 4:30 P.M. Cocktails	PRESS PREVIEW: FALL COUTURE COLLECTION	MARY BLACK, INC.	41, WEST 57TH STREET SALON - 8TH FLOOR
	Mary Black's Fall couture collection for the press, by invitation. Daily showings beginning Thurs., June 2, from 9:00 A.M. to 5:00 P.M. By appointment. Contact: Valerie Ward, PL. 8-2014.		
Wednesday June 1 5:00 P.M.	OPENING OF FALL DRESS COLLECTION	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Fall collection designed by Pat Sandler. Thereafter, June 7, 8, 9 at 1:30 P.M. Contact: Ellen Sutton, CH. 4-8221.		
Wednesday June 1 5:30 P.M. Cocktails	FOURTH ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
	"Ten Best Dressed College Girls In America" -- fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.		
Beginning Wednesday June 1	OPENING OF FALL DRESS COLLECTION	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Continuous daily informal showings. Contact: CH. 4-4940.		
Thursday June 2 9:00 A.M. Coffee	PRESS PREVIEW: FALL COLLECTION	TINA LESER, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Tina Leser's Fall collection. Showing at 9:30. By invitation. Thereafter at 10:30 and 2:30. Contact: Carol Stewart, LO. 5-7514.		
Thursday June 2 9:30 A.M. Breakfast	OPENING OF FALL COLLECTION	PHILIP ROBERTSON (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Philip Robertson's Fall collection, by invitation. Continuous daily showings thereafter at showroom. Contact: Joseph Speaker, PE. 6-1351.		
Thursday June 2 10:30 A.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
	"Society Collection Of Trend Setting Furs" -- showing of Mr. John's Fall-Winter collection for press and buyers. (Note Change of Time.) By invitation. Publicity: Joseph Mann, PL. 7-1966.		
Thursday June 2 11:00 A.M.	PREVIEW OF FALL COLLECTION	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
	By invitation. Continuous daily showings beginning Tues., June 7. Contact: Isabelle Crawford, BR. 9-7700.		
Thursday June 2 11:45 A.M. Luncheon	OPENING OF FALL COLLECTION	JOBERE	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	Fall collection of Jobere's evening and cocktail dresses. Luncheon will be served. By invitation and reservation. Showings thereafter June 7, 8, 9 at 11:45 A.M. Contact: Joseph Speaker, PE. 6-1351.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 2 12:00 Noon Luncheon	PREVIEW: FALL COUTURE COLLECTION Daytime and evening couture collection for press and buyers. By invitation. Thereafter showing at 12:00 Noon daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 2 3:00 P.M. Cocktails	25TH ANNUAL COLLEGE CLINIC Back-To-School fashions from Mademoiselle's August college issue. Show at 4:00 P.M. Tickets: \$7.50; by invitation only. (Special buses from Metropolitan Opera House.) Contact: Alice Encke, PL. 9-2080.	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 2 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Showing to the press and buying offices. By invitation. Continuous daily beginning Tues., June 7. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday June 2 4:00 P.M.	PREMIERE SHOWING: COATS, SUITS, ENSEMBLES First preview of Lloyd-Schecter's Fall-Winter collection of coats, suits and ensembles. By invitation. Commentator: Mia Grau. Trade showings, June 7, 8, 9 at 9:30 A.M. Contact: Ann Dagistina, CH. 4-7035.	LLOYD-SCHECTER, INC.	512 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Thursday June 2 4:30 P.M. Cocktails	PREMIERE PREVIEW: FALL PETITE DRESSES Marty Goldberg and Max Lawrence will present their first preview of "Martinette Petite", a new name in fashion, designed by Claire Newman. By invitation. Thereafter, continuous daily showings. Contact: WI. 7-2055. Publicity: Helene Towers, MU. 3-6955.	MARTINETTE PETITE (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday June 3 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Carl Bernstein will present his Fall-Winter fur collection for press and buyers. By invitation. Contact: Donald Bernstein, PE. 6-0546.	CARL BERNSTEIN & SONS	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 3 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Ollie presents his Fall and Winter fur collection for press and resident buyers. By invitation. Contact: Ann Rosenberg, PE. 6-5573.	FRISHMAN & GINTEL	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Friday June 3 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Pat Hartley's Fall collection. Showing at 3:30 P.M. By invitation. Publicity: Ruth Gerson at Ken Williams, WI. 7-4471.	PAT HARTLEY (1400 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Friday June 3 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
Monday June 6 10:00 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Soleta" -- showing of Sol Schulman's Fall-Winter fur fashions to the press. Showing at 10:30 A.M. Commentator: Mia Grau. By invitation. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	SOL SCHULMAN CO.	150 WEST 30TH STREET SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 6 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	FRANK LEONE, INC.; RAFFAELE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Preview of Frank Leone's Fall collection of "Raffaele Originals" of daytime and evening fashions designed by Raffaele. By invitation. Contact: LO. 5-3250. Publicity: Julia Berren Assoc., MU. 7-6865.		
Monday June 6 3:45 P.M.	OPENING OF FALL DRESS COLLECTION	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Sam Friedlander's Fall dress collection June 6, 7, 8, 9, at 3:45 P.M. Contact: PE. 6-2663.		
Monday June 6 4:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Fall junior dresses and costumes, designed by Violet Feigen. For press and buyers, by invitation. Contact: LO. 4-1434.		
Monday June 6 4:30 P.M. Cocktails	PREVIEW OF FASHIONS IN PILE FABRICS	SIDNEY BLUMENTHAL (ONE PARK AVENUE)	1407 CLUB 1407 BROADWAY
	Sidney Blumenthal's collection of pile fabrics in fashions by Annis; Dani Jr.; Dan Millstein; Modelia and others. Also featuring fabrics "Kilimanjaro" and "Sutton Place". By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Monday June 6 5:15 P.M. Cocktails	PREVIEW OF COUTURE FALL COLLECTION	ROSSINO-ANGELA	30 WEST 57TH STREET SALON - 3RD FLOOR
	Only formal showing of daytime and evening Fall couture collection, designed by Angela. By invitation. Contact: Miss Rae, JU. 2-1747.		
Beginning Monday June 6	OPENING OF FALL JEWELRY COLLECTION	ROYAL CRAFTSMEN, INC. (LAGUNA)	385 FIFTH AVENUE SHOWROOM - 11TH FLOOR
	Royal Craftsmen will present its Fall collection of Laguna's "Crown Jewel Look" in costume jewelry, to buyers and press, at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Ave., PL. 3-1709.		
Beginning Monday June 6	OPENING: FALL HANDBAG COLLECTION	JANA HANDBAGS INC.	17 EAST 37TH STREET SHOWROOM - 4TH FLOOR
	A wardrobe of daytime handbags in leather and novelty fabrics will be presented by Jana. For press and buyers at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Ave., PL. 3-1709.		
Beginning Monday June 6	OPENING: FALL-WINTER JEWELRY COLLECTION	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
	Showing of Napier fashion jewelry and boutique gift collection for Fall-Winter. Publicity: Kathleen Mundin, YU. 6-6633.		
Tuesday June 7 11:00 A.M.	OPENING OF FALL JUNIOR COLLECTION	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Showing June 7, 8, 14, 15 at 11:00. Contact: Lucille Haley, LO. 5-2626.		
Tuesday June 7- June 8 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	The Mr. Mort Fall junior dress collection, designed by Lee Evans. By admission card only. Contact: Dorothea Marshall. OX. 5-4760.		
Tuesday June 7 1:00 P.M.	OPENING OF FALL COLLECTION	TALMACK	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Fall collection designed by John Moore, June 7, 8, 9, 14, 16 at 1:00 P.M., by appointment. Contact: Jo MacLeod, BR. 9-1195.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Une Collection Provocante" showing of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing June 8 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8585. Publ.: Pauline Green at Charles J. Charney, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 7 3:00 P.M.	OPENING OF FALL DRESS COLLECTION Showing of Fall dresses and ensembles designed by Betsy Daniels, beginning Tues., June 7, 8, 9, at 3:00 P.M. Contact: Jerry Gilman, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 7 3:00 P.M.	OPENING OF FALL JUNIOR FASHIONS Jeane Scott for Margot, showing June 7, 8, 14, 15 at 3:00 P.M. Contact: Lucille Halcy, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Richard Cole's Fall collection, by reservation. Contact: OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Opening of McMullen's Fall collection at new showroom. By invitation. Contact: OX. 5-4270.	MCMULLEN CO.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL DRESS COLLECTION Continuous daily showings of Mardi Gras' Fall dress collection. Contact: WI. 7-0235. Publicity: Helene Towers, MU. 3-6955.	MARDI GRAS	1385 BROADWAY SHOWROOM - 19TH FLOOR
Wednesday June 8 9:00 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION The James Terence Brady Fall-Winter fur collection, designed for Fantasia Furs. Showing at 9:30 A.M. By invitation. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 8 11:00 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO Press preview of Fall-Winter fur fashions, designed by Constantino. Commentator: Mia Grau. By invitation. Publ.: Lissa Myles, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 8; June 9 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Guy D. will present his Fall collection, June 8 and 9 at 1:00 P.M. By invitation. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 8 2:30 P.M.	PRESS PREVIEW: WINTER FUR COLLECTION Preview of the Revillon Winter fur collection. By invitation. Thereafter by appointment. Contact: Helene Levacher, PL. 9-5504.	REVILLON	11 WEST 57TH STREET SALON
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION Preview of Fall dresses and ensembles, for press and buyers. By invitation. Thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 8 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Sarmi will present his Fall collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 8 8:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview for press of Scaasi's Fall collection. By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	SCAASI	26 WEST 56TH STREET SALON
Thursday June 9 8:30 A.M. Breakfast	PREVIEW OF FALL LEATHER COATS Highlander will preview their Fall collection of leather coats. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59 St., EL. 5-7872.	HIGHLANDER SPORTSWEAR (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Thursday June 9 10:00 A.M.	PREVIEW OF FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	BEN KAHN FURS CORP.	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Thursday June 9 12:00 Noon Luncheon	PREVIEW OF FALL COUTURE COLLECTION Presentation of Maria Krum's couture daytime, travel and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Thursday June 9 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Schiaparelli's Fall-Winter fur collection. By invitation. Contact: Louis Brown, AL. 5-3035. Publicity: Alfred Davidson Associates, PL. 5-0868.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 9 4:00 P.M. Cocktails	PRESS PREVIEW OF FUR FASHIONS The fourth collection of fabulous furs for sport, town, travel and evening wear, designed by Roberto Capucci in Rome for David. Publicity: Rosemary Sheehan, MU. 5-1280.	CAPUCCI OF ROME FOR DAVID	SHERRY NETHERLAND HOTEL CRYSTAL PAVILLION
Thursday June 9 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Jacques Heim Jeunes Filles Fall collection, with dresses and costumes by Hayette; coats and suits by P. R. L. For press and resident buyers, by invitation. Publicity: Jeannette Gottlieb, BR. 9-6560.	HAYETTE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday June 10 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Preview for the press of John F. Morris' Fall-Winter fur collection, designed by S. Breslin Baker. Showing at 10:00 A.M. Commentator: Mia Grau. By invitation. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	JOHN F. MORRIS, INC.	224 WEST 30TH STREET SHOWROOM - 4TH FLOOR

**** OUT OF DATE ORDER

Tuesday May 24 2:30 P.M.	OPENING OF FALL COLLECTION Showing of petite and misses dresses, suits and costumes at 2:30 P.M., May 24, 25, June 1, 2, 6, 7, 8, 9, 14, 15. Contact: Florence Judson, LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
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